

FOR MEDIA INFORMATION:  
SARAH PORTER/IVETTE FAULKNER  
BRIGHT RED • 850.668.6624  
SPORTER@BRIGHTREDTBWA.COM  
IFALKNER@BRIGHTREDTBWA.COM



## **PILOT PEN GRANTED THE *GOOD HOUSEKEEPING* SEAL FOR ALL MAJOR PRODUCT LINES**

### ***PILOT® PRODUCTS JOIN THE EXCLUSIVE LIST OF SEAL-HOLDERS NATIONWIDE***

JACKSONVILLE, Fla. (Feb. 26, 2013) – Pilot Corporation of America is proud to announce that, after rigorous assessment by the Good Housekeeping Research Institute, all of its major pen lines have now earned the Good Housekeeping Seal. The coveted Good Housekeeping Seal is granted only to select products that undergo stringent evaluation for quality and performance by the Good Housekeeping Research Institute (GHRI). Pilot® has always guaranteed the performance of their writing instruments, and now, *Good Housekeeping* also stands behind the Pilot pens that bear the Seal, with a two-year limited warranty.

“We’re truly honored to have earned the Good Housekeeping Seal for our core product lines, as it is an incredible endorsement of the high quality, innovative writing instruments that we are proud to produce at Pilot,” said Ariann Langsam, Director of Consumer Marketing and Market Research, Pilot Pen. “Pilot is committed to providing writing instruments that meet our consumer’s unique needs, ranging from G2®, America’s #1-selling gel ink pen, to the incredibly smooth writing and erasing FriXion®, to Dr. Grip® designed for writing comfort.”

The Pilot writing instruments that now hold the Good Housekeeping Seal include:

- G2 – America’s “Go-2” gel ink pen writes 2X longer than other gel ink brands, and comes in 14 colors and 4 point sizes. With so much to offer, is there any surprise that it is the No. 1-selling gel ink pen in America?
- FriXion Erasable Gel Ink Pen – A new kind of erasable pen, FriXion gives users the freedom to write smoothly and erase cleanly, over and over again.
- B2P<sup>®</sup> (Bottle 2 Pen) – Made from 89% (gel ink) or 83% (ballpoint) post-consumer content (plastic bottles) and shaped to look like a bottle of water, the smooth-writing B2P is good for you and for the environment.
- Precise V5/V7<sup>®</sup> – Writing with America’s No. 1-selling rolling ball pen offers incredibly smooth and precise writing.
- Dr. Grip Center of Gravity<sup>®</sup> – Designed for comfortable writing, Dr. Grip has been proven to be 2X more comfortable than standard ballpoint pens for individuals with and without arthritis. Dr. Grip is also commended for Ease-of-Use by the Arthritis Foundation.
- EasyTouch<sup>®</sup> – A smooth writing ballpoint pen available in stick or retractable versions.

The Good Housekeeping Seal has been reassuring consumers about product purchasing decisions for more than a century and is one of the most recognized consumer emblems in the market today.

“The scientists of the Good Housekeeping Research Institute rigorously evaluate every product that applies for the Seal to ensure it performs well and as promised,” said Sara Rad, Director of Brand Development, *Good Housekeeping*. “We’re excited to have Pilot join our family of Seal-holders.”

The two-year limited warranty reflected by the Good Housekeeping Seal means that if a product bearing the Seal is defective within the first two years of purchase, *Good Housekeeping* will replace the product or refund the purchase price.

Pilot's high quality writing instruments can be found at retailers across the country. Visit [PowertothePen.com](http://PowertothePen.com) or [pilotpen.us](http://pilotpen.us) for more information.

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### **About Pilot Corporation of America**

*Pilot Corporation of America (Pilot Pen) offers superior writing instruments renowned for quality, performance, cutting-edge technology and consumer satisfaction. Widely acknowledged as innovators, Pilot was first to introduce Americans to fine-point writing and currently maintains the top share position in the gel and rolling ball pen categories. Pilot's line also includes the acclaimed Dr. Grip family of products, featuring an ergonomic, wide comfort grip that reduces writing fatigue, as well as the notable Precise V5 and G2 lines. Pilot Pen manufactures and distributes from its state-of-the-art, 305,000-square-foot-facility in Jacksonville, Fla. Its parent company is the oldest and largest manufacturer of writing instruments in Japan. For more, visit [www.pilotpen.us](http://www.pilotpen.us).*

### **About Good Housekeeping**

*Founded in 1885, Good Housekeeping magazine ([www.goodhousekeeping.com](http://www.goodhousekeeping.com)) reaches nearly 21 million readers each month. In addition to the print title, there is The Good Housekeeping Research Institute, the consumer product evaluation laboratory of Good Housekeeping magazine. Founded in 1900 and continuing today with the same mission, the Research Institute is dedicated to improving the lives of consumers and their families through education and product evaluation. Only products evaluated by the Good Housekeeping Research Institute can be accepted for advertising in the magazine, and thereby become eligible to display the Good Housekeeping Seal, the hallmark that provides assurance to readers that the products advertised in the magazine are backed by a two-year limited warranty against being defective, with specified exceptions. In 2009, the Green Good Housekeeping Seal was introduced as an environmental overlay to the primary Seal. It offers consumers guidance to help them choose products that are exercising environmental responsibility on a wide range of criteria. Readers can also interact with the brand on the digital front, with Good Housekeeping mobile ([m.goodhousekeeping.com](http://m.goodhousekeeping.com)), at Goodhousekeeping.com and through its GH@Home and Anti-Aging Beauty Shopper iPhone apps. In addition to its U.S. flagship, Good Housekeeping publishes 11 editions around the world. Good Housekeeping is published by Hearst Magazines, a unit of Hearst Corporation ([www.hearst.com](http://www.hearst.com)), the largest publisher of monthly magazines in the U.S. (ABC 2011) which reaches 82 million adults (Spring 2012 MRI). Follow Good Housekeeping on [Facebook](#), [Twitter](#), [Pinterest](#) and on the [Inside the Institute](#)*

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